

## EAST Search History

Ref #	Hits	Search Query	DBs	Default Operator	Plurals	Time Stamp
S1	4969	705/14.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 07:57
S2	12574	TV and Advertis\$5	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 07:58
S3	734	S1 and S2	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 04:59
S4	4969	705/14.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:00
S5	104	S4 and nielsen	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:00
S6	0	("2006/0085255").URPN.	USPAT	OR	ON	2007/10/25 08:02
S7	0	("2005/0055275").URPN.	USPAT	OR	ON	2007/10/25 08:04
S8	0	("2005/0021396").URPN.	USPAT	OR	ON	2007/10/25 08:12
S9	12574	TV and Advertis\$5	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:12
S10	405	S9 and nielsen	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:12
S11	0	("2006/0041480").URPN.	USPAT	OR	ON	2007/10/25 08:27
S12	25971	POD	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:28
S13	2553	S12 and (cost and effectiveness)	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:28
S14	253	S13 and TV	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:33
S15	41	SQAD	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:36
S16	0	Utimekeeper	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:36
S17	591	US and timekeeper	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:37
S18	40	S17 and TV	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:37
S19	1	USrevue	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:38
S20	37	MPMA	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:39
S21	1	Media performance montitor america	US-PGPUB; USPAT; USOCR	AND	ON	2007/10/25 08:40
S22	4	nielsen adj people adj meter	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/25 08:41

S23	1	"20060041480".pn.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 04:57
S24	222934	television	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 04:59
S25	0	S23 near advertising	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:00
S26	1	S23 and advertising	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:00
S27	12574	TV and Advertis\$5	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:03
S28	35781	advertising and (cost effectiveness)	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:04
S29	15970	S28 and apparatus	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:04
S30	371	S29 and Nielsen	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:06
S31	1	S29 and MPMA	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:07
S32	0	("2005/0021396").URPN.	USPAT	OR	ON	2007/10/26 05:08
S33	22	NMPD	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:08
S34	15307	"725"/\$3.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:10
S35	2774	S34 and advertising	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:11
S36	1391	S35 and cost\$4	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:12
S37	2	("5991734").URPN.	USPAT	OR	ON	2007/10/26 05:13
S38	0	("7212988").URPN.	USPAT	OR	ON	2007/10/26 05:13
S39	0	("2003/0066070").URPN.	USPAT	OR	ON	2007/10/26 05:23
S40	1	BCMG.as.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/26 05:27
S41	2	BCMG.as.	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/10/26 05:29
S42	23	adview\$	US-PGPUB; USPAT; USOCR; FPRS; EPO; JPO; DERWENT; IBM_TDB	OR	ON	2007/10/26 05:31
S43	0	"725".ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 11:19

S44	47	"725/26".ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 11:20
S45	0	"735/26".ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 11:20
S46	0	"735/16".ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 11:21
S47	20268	Television and Advertis\$5	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 11:21
S48	11849	S47 and effective\$4	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 11:22
S49	1388	S48 and metrics	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 11:22
S50	0	("2007/0233566").URPN.	USPAT	OR	ON	2007/10/31 11:23
S51	87	S49 and nielsen	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 11:26
S52	0	"60416981".pn.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 12:21
S53	4	purcell-william.in.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 12:22
S54	1	"20040193487".pn.	US-PGPUB; USPAT; USOCR	OR	ON	2007/10/31 12:27
S55	1	"7295996"	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/12 12:49
S56	2	"7076479"	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/12 12:50
S57	1	"20060106709"	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/12 12:50
S58	1	"20060190354"	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/12 12:51
S59	1	"7076479".pn.	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/12 12:51
S60	5	S55 S56 S57 S58 S59	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/12 12:52
S61	2754	705/10.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/12 12:52
S62	1	"20060190354"	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:33
S63	0	("2006/0190354").URPN.	USPAT	OR	ON	2007/12/17 08:34
S64	1	"20060106709"	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:34
S65	2766	705/10.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:35
S66	2766	S65	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:35
S67	904	S65 and advertis\$4	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:36

S68	404	S67 and (TV television)	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:37
S69	273	S68 and cost	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:37
S70	251	S68 and (cost and advertising)	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:46
S71	239	S70 and (database storage)	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:46
S72	2429	S71 (graphical adj output)	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:47
S73	0	S71 and (graphical adj output)	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:47
S74	162	S71 and output	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:47
S75	162	S74 and advertis\$4	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:53
S76	47	S75 and (cost adj effective \$4)	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 08:54
S77	1	"7295996"	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 09:17
S78	1	"20050021396"	US-PGPUB; USPAT; USOCR	OR	ON	2007/12/17 10:01
S79	225	705/32.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:52
S80	60	705/33.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:52
S81	495	705/34.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:52
S82	3175	705/35.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:53
S83	0	705/36.ccls.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:53
S84	0	S79 S80 S81 S82 S83	US-PGPUB; USPAT; USOCR	AND	ON	2008/01/03 10:53
S85	3893	S79 S80 S81 S82 S83	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:53
S86	1469	S85 and apparatus	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:54
S87	247	S86 and (television TV)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:54
S88	210	S87 and databases	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:56
S89	17	S88 and scoring	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/03 10:56
S90	0	"10625655".pn.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 06:56
S91	0	"10625655".rlan.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 06:57

S92	0	"625655".prn.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 06:57
S93	26529	POD	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 09:22
S94	2129	S93 and advertis\$4	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 09:22
S95	379	S94 and (TV television)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 09:23
S96	190	S95 and metric\$	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 09:23
S97	687	725/32	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 11:59
S98	76	725/33	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 11:59
S99	539	725/34	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 11:59
S100	383	725/35	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 11:59
S101	337	725/36	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 12:00
S102	21	S97 S98 S99 S100 S101	US-PGPUB; USPAT; USOCR	AND	ON	2008/01/09 12:00
S103	1349	S97 S98 S99 S100 S101	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 12:00
S104	751	S103 and apparatus	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 12:00
S105	632	S104 and (TV television)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 12:01
S106	23	S105 and metrics	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/09 12:01
S107	689	725/32	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:52
S108	76	725/33	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:52
S109	540	725/34	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:52
S110	383	725/35	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:52
S111	340	725/36	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:52
S112	1353	S107 S108 S109 S110 S111	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:52
S113	1353	S112	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:52
S114	697	S113 and (cost quality)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:53
S115	0	S114 and (quality adj score)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:55

S116	0	S112 and (quality adj score)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:55
S117	1517	quality adj score	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:55
S118	191	S117 and (TV television)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:56
S119	52	S118 and advertis\$4	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/16 07:57
S120	690	725/32	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:54
S121	76	725/33	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:54
S122	540	725/34	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:54
S123	383	725/35	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:54
S124	340	725/36	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:54
S125	1354	S120 S121 S122 S123 S124	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:54
S126	378	S125 and graphical	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:54
S127	0	S126 and anaylsis	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:54
S128	371	graphical and (quantitative adj comparison)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:56
S129	54	S128 and (TV or television)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:57
S130	8	S129 and advertis\$4	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 06:57
S131	54	S129	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 07:00
S132	8	S131 and (marketing advertis\$4)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/17 07:16
S133	1937126	benchmark standards	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:27
S134	691	725/32	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:28
S135	76	725/33	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:28
S136	540	725/34	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:28
S137	383	725/35	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:28
S138	340	725/36	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:28
S139	1355	S134 S135 S136 S137 S138	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:28

S140	851	S133 and S139	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:28
S141	477	S140 and (cost quality)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:29
S142	441	S140 and adverti\$4	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:30
S143	0	S142 and (benchmark near cost)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:30
S144	890	S142 (market adj standards)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:31
S145	50	S144 and benchmark\$	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 08:32
S146	1	(cost adj benchmark)and (quality adj benchmark)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:13
S147	22	cost adj benchmark	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:16
S148	4	S147 and adverti\$4	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:18
S149	1	"20020184068".pn.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:32
S150	0	S149 and (adverti\$4 marketing)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:32
S151	1	"20030200113".pn.	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:33
S152	1	S151 and (adverti\$4 marketing)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:34
S153	1194290	quality benchmark	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:35
S154	691	725/32	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36
S155	76	725/33	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36
S156	540	725/34	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36
S157	383	725/35	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36
S158	340	725/36	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36
S159	1355	S154 S155 S156 S157 S158	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36
S160	404	S153 and S159	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36
S161	222	S160 and (adverti\$4 marketing)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36
S162	213	S161 and (TV television)	US-PGPUB; USPAT; USOCR	OR	ON	2008/01/22 09:36

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